



SNAP-Ed Connection

<http://snap.nal.usda.gov>

BULLETIN

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In the midst of an epic snowstorm in Washington, DC, First Lady Michelle Obama launched a lofty new initiative also of monumental proportions. With the intended goal of eliminating the childhood obesity epidemic in a single generation, Let's Move! is a nationwide campaign that joins Federal Government agencies, teachers, medical professionals and parents in a coordinated effort to encourage exercise and healthy eating among

our nation's youth.

The Let's Move initiative focuses on four key components:

1. Help parents make healthy choices
2. Serve healthier food in schools
3. Improve access and affordability of healthy food
4. Increase physical activity

A part of this multi-faceted initiative and in conjunction with the First Lady's announcement, was the launch of the new Web site: www.LetsMove.gov. LetsMove.gov is designed to be a central location for those interested in and involved with the campaign; providing access to helpful information on each of the four components and



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Welcome New SNAP-Ed Staff!

Usha Kalro and Gerry Howell joined the SNAP-Ed nutrition staff in March, 2010. Both Nutritionists previously worked in FNS headquarters positions. Usha previously worked in the Office of Strategic Initiatives, Partnerships, and Outreach, and Gerry previously worked in the Nutrition Education and Technical Branch of the School Nutrition Program.

SNAP-Ed Connection is on Twitter!



In October 2009, the SNAP-Ed Connection stepped into the social media world with our first "tweet" on Twitter, an online information networking tool.

"Happy New (fiscal) Year! We're looking forward to becoming more active on Twitter and connecting with you all!"

From this humble beginning, our Twitter presence has grown to include over 100

followers, inclusion on 11 lists, and regular Twitter updates. Joining the Twitter network has allowed us to network and communicate more closely with nutrition educators who are also on Twitter. Since Twitter updates, or "tweets" go out in real-time, this tool allows us to keep our audience, or "followers" informed of the latest SNAP-Ed news and resources. Tweets generally include timely and useful bits of information that can be helpful in program and budget planning, gathering materials for nutrition classes and curricula, and keeping up with

the latest nutrition happenings in the Federal Government. Many of our tweets link back to new or timely resources on our Web site but we also link to other relevant online Government health and nutrition initiatives. Using Twitter has been a positive experience and we look forward to continuing to enhance and grow our social media presence, both on Twitter and in other outlets. Follow the SNAP-Ed Connection at: http://twitter.com/SNAP_Ed.

Lets's Move (continued from Page 1)



regular updates on how the Federal Government is doing towards reaching its goal.

The LetsMove.gov Web site is well designed, easy to navigate and packed with resources and links to information about eating healthy (including a link to the SNAP-Ed Connection Recipe Finder database), healthy schools, and physical activity. There is a place to join the campaign and sign up for email updates, and a section specifically for kids with links to activity books, games, videos, and posters. A blog on the Web site features posts from the First Lady and members of the Let's Move taskforce, including the Secretary of Health, the Secretary of Agriculture, and the Secretary of Education. LetsMove.gov is also plugged in to social networking and is on both Facebook and YouTube.

The SNAP-Ed Connection is excited about the efforts of First Lady Michelle Obama to combat childhood obesity and the new Let's Move! initiative and Web site. The Web site is constantly evolving and promises new information almost every day. We look forward to working alongside the campaign and encourage SNAP-Ed providers to visit the Web site and sign up for email updates.

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Wave II Demonstration Projects Selected

FNS is excited to announce the Demonstration Projects selected for Wave II of the Models of SNAP-Ed and Evaluation study! The selection process was challenging as meritorious applications were received from almost every FNS Region. Nonetheless, the Demonstration Project Proposal Review Committee felt that the following projects could be successful while remaining replicable, evaluable and consistent with SNAP-Ed Guidance.

The Iowa Nutrition Network/Iowa Department of Public Health: The Iowa Nutrition Network (INN) will use its BASICS program and Pick a Better Snack campaign “to test the hypothesis that nutrition education delivered through a multi-channel approach will produce better results than one limited to school-based channels.”

The University of Kentucky: The University of Kentucky Extension Service is modifying its Literacy, Eating and Activity for Preschoolers (LEAP I) to be suitable for first and third graders in two rural, Appalachian school districts. The University of Kentucky self-evaluation will be a randomized control

trial using pre-intervention, post-intervention and follow-up measurement of fruit and vegetable consumption. Measurement will be conducted, in part, by photographic plate waste assessment.

The Michigan State University: The Michigan State University Extension Service will administer the “Eat Smart, Live Strong” nutrition education program for older Americans in 8 Michigan counties of which approximately two-thirds are rural. The self-evaluation component involves the pairing of 24 senior centers and subsequent random assignment to experimental condition. At both treatment and control sites, pre-intervention and post-intervention measurements of fruit and vegetable consumption will be made.

These three, new Wave II Demonstration Projects join with the Chickasaw Nation Nutrition Service, the University of Nevada at Reno, the New York State Department of Health, and the Pennsylvania State University in our continuing effort to identify effective and innovative SNAP-Ed nutrition education programs and self-evaluation

Now in Spanish: Eat Right When Money's Tight

In December 2008, Food and Nutrition Service released *Eat Right When Money's Tight* in response to the tough times many families were having in making ends meet. This tip sheet provides information on how to shop for a nutritious diet while on a low-income budget.

While the response to *Eat Right When Money's Tight* from SNAP-Ed providers was favorable, numerous requests were made to have the document available in Spanish. You asked and we delivered. We are pleased to announce that in February 2010, the *Eat Right When Money's Tight* became available in Spanish on our Web site.

The *Eat Right When Money's Tight* tip sheet can be found on the SNAP-Ed Connection Web site, along with a collection of other resources to help SNAP-Ed participants eat well on a budget. A direct link to each of these resources can be found below:

English:
<http://www.nal.usda.gov/snap/EatRightWhenMoneysTight.pdf>

Spanish:
http://www.nal.usda.gov/snap/EatRightWhenMoneysTight_ES.pdf

Know Your Farmer, Know Your Food

Think about what you had for breakfast this morning. Perhaps some eggs, cereal or yogurt. What do you know about it? Where did it come from? How did it get to your plate? For many Americans, the answer is a mystery.

The USDA would like people to be more connected to their food. As a result, Agriculture Deputy Secretary Kathleen Merrigan launched a new initiative last fall called Know Your Farmer, Know Your Food (KYF2) to better link consumers with local producers, shortening the distance between the average American and their farmer. KYF2 is designed to promote sustainable local and regional food systems to support local producers, strengthen rural communities, promote healthy eating and protect natural resources.

Alongside the KYF2 initiative, a new USDA Web site was launched: www.usda.gov/knowyourfarmer. The Web site is intended to promote a national conversation about how to develop local and regional food systems. Its goal is "to make clear USDA's available resources so that you can make a change in your community, whether you're a farmer or a rancher, a school administrator, or a local government." The

Web site is filled with information, links and inspiring stories about projects going on around the country.

The KYF2 Web site features a variety of social media tools to engage and connect audiences even more. On Facebook, Secretary Merrigan has already held two online chats about the initiative. Photos can be viewed through Flickr, and streaming video about the program is on YouTube. The initiative can also be followed through Twitter and RSS feeds, and has made an appearance on the USDA blog. Members of the public are also encouraged to send their stories, ideas or videos to KYF2 at knowyourfarmer@usda.gov.

The KYF2 initiative is a result of an inter-agency USDA taskforce working to align existing USDA programs with the needs of local and regional food systems. The initiative will continue to progress and grow in the future, to keep up with the latest information and resources available and determine new ways to advance sustainable local and regional food systems.



**KNOW YOUR FARMER
KNOW YOUR FOOD**



New Recipes in the Recipe Finder!

After almost a year of sorting through, analyzing, and costing recipes, the SNAP-Ed Connection was pleased to announce last fall that we added new recipes and now have over 600 healthy, low-cost, and delicious recipes in the Recipe Finder Database. All of the new recipes come complete with a nutrition facts label, a cost estimate and are available in English and Spanish.

Nutrition Assistance Resource Guide and Supplement

The number of Americans receiving food assistance in the form of SNAP benefits is at an all time high.¹ With the current economic climate, it seems more people than ever are in need of assistance in obtaining healthy food. Many people are seeking information from the Federal Government on programs that are available to help feed themselves and their families. In response, the SNAP-Ed Connection has developed a Nutrition Assistance Resource Guide and Supplement for the Food and Nutrition Information Center of the USDA.

The Nutrition Assistance Resource Guide includes a list of Federal nutrition assistance programs, basic eligibility guidelines for each program, and resources to access more information about the

program. It also contains educational resources for individuals struggling to make ends meet, such as the *Eat Right When Money's Tight* Tip Sheet, the SNAP-Ed Connection Recipe Finder Database, the MyPyramid Menu Planner, and resources from the SNAP-Ed Connection Click and Go section, "Manage Your Food Dollars Wisely."

The Nutrition Assistance Resource Guide is designed for both professionals working with individuals in need of food and nutrition assistance and consumers seeking assistance in purchasing food. The supplement to the Nutrition Assistance Resource Guide is designed for those without access to the Internet and includes a list of contact phone numbers for State and Indian Tribal Organizations.

The Resource Guide and Supplement can be accessed from the "Eat Right When Money's Tight" section of the SNAP-Ed Connection Web site. It is also available from the Food and Nutrition Information Center Web site. The direct links are listed below.

Nutrition Assistance Resource Guide
<http://www.nal.usda.gov/fnic/pubs/bibs/gen/nutritionassistance.pdf>

Nutrition Assistance Resource Guide Supplement
<http://www.nal.usda.gov/fnic/pubs/bibs/gen/nutritionassistance-supplement.pdf>

¹Supplemental Nutrition Assistance Program Participation and Costs <http://www.fns.usda.gov/pd/SNAPsummary.htm>. Accessed 2/17/10.

Upcoming Conference Calendar

Be sure to save the date for these upcoming events!



Priester National Extension Health Conference
Healthy People, Healthy Communities: Reducing Health Disparities
April 20-22, 2010
Mobile, AL

Social Marketing in Public Health Conference
Milestones in Social Marketing: Past, Present, & Future
June 11–14, 2010
Clearwater, FL



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10301 Baltimore Ave., Room 105
Beltsville, MD 20705-2351

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E-mail: SNAP-Ed@ars.usda.gov

Connecting SNAP-Ed providers with information and education resources.

Visit us on the Web!

<http://snap.nal.usda.gov>

The SNAP-Ed Connection is a dynamic online resource center for State and local SNAP-Ed providers. SNAP-Ed Connection is funded by USDA's Food and Nutrition Service (FNS) and maintained at the National Agricultural Library's Food and Nutrition Information Center in collaboration with the University of Maryland.

The SNAP-Ed Connection, previously titled the Food Stamp Nutrition Connection, was established in 2001, by the United States Department of Agriculture's (USDA) Food and Nutrition Service with the goal of helping SNAP-Ed providers find the tools and information they need to provide quality nutrition education for low-income audiences.

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Recipe Highlight: Broccoli Salad

As the weather gets warmer, it's nice to lighten up your cooking and spend less time in the kitchen. This broccoli salad is easy to make, tastes delicious, and perfect for the spring and summer months ahead!

Serving Size: 1/8 recipe
Yield: 8 servings

Ingredients:

6 cups chopped broccoli
1 cup raisins
1 medium peeled and diced red onion
2 Tablespoons sugar
8 cooked and crumbled bacon slices (optional)
2 Tablespoons lemon juice
3/4 cup mayonnaise, lowfat

Cost: Per Recipe: \$ 3.24
Per Serving: \$ 0.42

Adapted for the SNAP-Ed Connection
Recipe Finder from:
Healthy Lifestyles 2003
In the Kitchen with Chef Stephanie Green
Arizona Nutrition Network
Author:
Arizona Nutrition Network

Instructions:

1. Combine all ingredients in a medium bowl.
2. Mix well.
3. Chill for 1 to 2 hours.
4. Serve.



Nutrition Facts

Serving Size 1/8 of recipe (116g)
Servings Per Container

Amount Per Serving

Calories	170	Calories from Fat	70
% Daily Value*	11%		
Total Fat	7g		11%
Saturated Fat	1g		5%
Trans Fat	0g		
Cholesterol	10mg		3%
Sodium	170mg		7%
Total Carbohydrate	26g		9%
Dietary Fiber	2g		8%
Sugars	18g		
Protein	2g		
Vitamin A	8%	• Vitamin C	80%
Calcium	4%	• Iron	4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories	2,000	2,500	
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300 mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

*Cost and nutrition analysis does not include optional bacon slices